

Message Text

MRN: 1974TOKYO 001448 SEGMENT NUMBER: 000001 ERROR READING TEXT INDEX

FILE; TELEGRAM TEXT FOR THIS SEGMENT IS UNAVAILABLE

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ACTION COME-00

INFO OCT-01 EA-11 ISO-00 SPC-03 SAM-01 AID-20 EB-11 NSC-10

RSC-01 CIEP-02 TRSE-00 SS-20 STR-08 OMB-01 CEA-02

CIAE-00 FRB-02 INR-10 NSAE-00 XMB-07 OPIC-12 LAB-06

SIL-01 TAR-02 FEA-02 OTPE-00 OC-06 CCO-00 USIA-15

AGR-20 SCI-06 EPA-04 DRC-01 /185 W

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 9716

UNCLAS SECTION 2 OF 3 TOKYO 1448/2

(B) METAL WORKING EQUIPMENT

INCREASING LABOR COSTS ARE FORCING MANY BUYERS OF PARTS, ESPECIALLY IN THE AUTO INDUSTRY, TO SOURCE MANY ITEMS FROM ABROAD. WHILE THIS OPENS OPPORTUNITIES FOR U.S. MAKERS OF PARTS, IT ALSO REPRESENTS OPPORTUNITIES FOR MAKERS OF HIGHLY AUTOMATED MACHINERY, INCLUDING METAL WORKING EQUIPMENT. IN ADDITION, THE MARKET FOR ELECTRIC AND GAS WELDING EQUIPMENT IS PROJECTED TO BE EXCELLENT. ACTION: THE CATEGORY WAS ALSO TREATED AS A SEPARATE THEME IN A TRADE SHOW AT THE U.S. TRADE CENTER IN FY-1974. FOLLOW-UP AND A SPECIAL EFFORT TO RECRUIT BETWEEN-SHOW PROMOTIONS IN THIS FIELD WILL BE MADE. MINI-SURVEYS WILL BE SUBMITTED AND SPECIAL EMPHASIS WILL BE GIVEN METAL WORKING EQUIPMENT IN THE EMBASSY'S "COMMERCIAL NEWSLETTER."

(C) COMMUNICATIONS EQUIPMENT:

THE BEST PROSPECTS IN THE GENERAL AREA OF COMMUNICATIONS ARE THOSE IN THE DATA COMMUNICATIONS FIELD. THE LIBERALIZATION OF SUBSCRIBERS TELEPHONE AND TELEX CIRCUITS FOR PRIVATE DATA TRANSMISSION AND THE INCREASING USE OF TIME-SHARING WILL HELP TO ALMOST TRIPLE THE

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MARKET FOR EDP SYSTEMS, PERIPHERALS AND SOFTWARE BY THE END OF FY-1976. THE GENERALLY ACKNOWLEDGED TECHNOLOGICAL SUPERIORITY OF U.S. MADE PRODUCTS WILL HELP MAINTAIN THE HIGH MARKET POTENTIAL FOR U.S. PRODUCTS. ACTION: THIS GENERAL FIELD HAS HAD A SERIES OF U.S. TRADE CENTER SHOWS WHICH WILL CONTINUE INTO FY-1975. SEPARATE SHOWS ON EDUCATIONAL SYSTEMS, PHOTOGRAMMETRY AND COMPUTERS ARE THEMES OF SHOWS TO BE PRESENTED AT THE TRADE CENTER DURING FY-1975. MINI-SURVEYS WILL BE SUBMITTED ON SPECIFIC PRODUCT LINES, AT LEAST TWO MARKET UP-DATE REPORTS WILL BE TRANSMITTED, AND THE GENERAL PRODUCT LINE WILL BE GIVEN EMPHASIS IN THE EMBASSY'S "COMMERCIAL NEWSLETTER".

(D) FOOD PROCESSING EQUIPMENT:

ALTHOUGH THE MARKET FOR NORMAL FOOD PROCESSING EQUIPMENT IN JAPAN IS ONLY MARGINAL, PROCESSING EQUIPMENT CONTAINING ADVANCED TECHNOLOGY, TESTING, ANALYTICAL, LABOR- SAVING AND PROCESS CONTROL EQUIPMENT SHOULD SELL WELL. IN ADDITION, COLD CHAIN EQUIPMENT AND SYSTEMS SHOULD ALSO SHOW SUBSTANTIAL INCREASES AS AN INCREASING NUMBER OF HOUSEHOLDS OBTAIN LARGER REFRIGERATOR-FREEZERS, MICROWAVE OVENS, AND OTHER APPLIANCES USING FROZEN FOODS. ACTION: THE TRADE CENTER WILL HAVE A TRADE SHOW FEATURING FOOD SYSTEMS FOR HOTELS AND RESTAURANTS. BETWEEN-SHOW PROMOTIONS WILL BE ENCOURAGED AND SPECIAL EMPHASIS WILL BE GIVEN ARTICLES AND NEW PRODUCTS IN THIS CATEGORY IN THE EMBASSY'S "COMMERCIAL NEWSLETTER".

(E) PROCESS CONTROL EQUIPMENT:

PROCESS CONTROLS ARE USED IN A WIDE VARIETY OF PRODUCT LINES. THEY ARE BY DEFINITION, LABOR SAVINGS, AND IT IS THIS WHICH MAKES EQUIPMENT OF THIS TYPE HIGHLY SALEABLE IN THE JAPANESE MARKET. THE LABOR SHORTAGE AND THE INCREASINGLY HIGH COST OF LABOR ARE ENCOURAGING MANUFACTURERS TO INTRODUCE LABOR SAVING EQUIPMENT INTO THEIR FACTORIES. WITH LABOR WAGES EXPECTED TO RISE BY 25 PERCENT THIS SPRING, INTEREST IN PROCESS CONTROL EQUIPMENT SHOULD INCREASE EVEN MORE. ACTION: ALTHOUGH PROCESS CONTROL EQUIPMENT WILL NOT BE A SEPARATE THEME FOR A TRADE CENTER SHOW, SOME TYPE OF PROCESS CONTROL WILL BE INCLUDED IN SIX OF THE NINE
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SCHEDULED TRADE CENTER SHOWS DURING FY-1975. BETWEEN-SHOW PROMOTIONS WILL BE ENCOURAGED AND MINI-MARKET SURVEYS WILL BE SUBMITTED ON SPECIFIC PRODUCTS WHERE A MARKET APPEARS TO BE DEVELOPING.

B. OBJECTIVE II: ENCOURAGE REDUCTIONS IN NON-TARIFF TRADE

BARRIERS.

1. WHILE THE EMBASSY WILL MAKE REPRESENTATIONS AND SUBMIT REPORTS ON NTB'S AS THE PROBLEMS SURFACE, EFFORTS WILL BE CONCENTRATED ON TWO PROJECTS. FOOD PRODUCTS ARE ONE OF OUR LARGEST EXPORTS TO JAPAN. ADDITIVES USED TO PROTECT AND PROLONG FRESHNESS ARE NEEDED BUT THE TYPE AND AMOUNT USED FOR THIS PURPOSE DO NOT ALWAYS CONFORM TO THE STANDARDS SET BY JAPAN. TO DETERMINE WHAT STANDARDS ARE SAFE AS WELL AS ECONOMICAL, AGREEMENT BY EXPERTS WOULD BE NEEDED BEFORE EITHER GOVERNMENT COULD FORMALLY ACCEPT A COMMON STANDARD.

2. WITH THE INCREASE IN OUR SALES OF CONSUMER GOODS, AN IRRITANT WHICH HAS LONG EXISTED IS NOW BECOMING MORE IMPORTANT. ELECTRICAL CORDS USED IN ELECTRICAL APPLIANCES ARE MADE TO DIFFERENT STANDARDS IN OUR TWO COUNTRIES. SINCE JAPAN EXPORTS LARGE QUANTITIES OF SUCH GOODS TO THE U.S., OUR STANDARDS CAN ECONOMICALLY BE USED IN THEIR PRODUCTION RUNS FOR THE U.S. MARKET. ON THE OTHER HAND, U.S. SALES TO JAPAN ARE ONLY BEGINNING TO INCREASE SO IT IS STILL NOT ECONOMICAL FOR U.S. MANUFACTURERS TO MAKE SPECIAL PRODUCTION RUNS OF PRODUCTS THAT MEET JAPANESE STANDARDS. THE RESULT IS THAT ELECTRICAL CORDS ON U.S. APPLIANCES MUST BE REPLACED BY THE IMPORTING HOUSE BEFORE THEY CAN BE MARKETED IN JAPAN.

3. THE FIRST PROJECT, THEREFORE, WILL BE TO BEGIN WHAT IS HOPED WILL BE A SERIES OF JOINT U.S.-JAPAN CONFERENCES BETWEEN EXPERTS TO DISCUSS TECHNICAL MATTERS RELATED TO SPECIFIC PRODUCT CATEGORIES. THE FIRST SUCH MEETING, ORGANIZED BY THE SCIENCE OFFICE WITH THE ASSISTANCE OF THE AGRICULTURAL ATTACHE, WILL BE HELD IN TOKYO IN FEBRUARY TO DISCUSS ADDITIVES IN FOODS AND DRUGS. INCLUDED IN THE DISCUSSION WILL BE THE PROBLEM OF DIFFERING STANDARDS. IF ONE OF THE EVENTUAL OUTCOMES IS
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AGREEMENT ON STANDARDS BOTH COUNTRIES COULD ACCEPT, THEN HOPEFULLY IN THE FUTURE THE CONCEPT CAN BE EXPANDED TO INCLUDE MEETINGS ON OTHER PRODUCT AREAS. ACTION: EMBASSY WILL PARTICIPATE IN A MEETING BETWEEN EXPERTS OF BOTH COUNTRIES TO DISCUSS AMONG OTHER MATTERS THE PROBLEM OF DIFFERING STANDARDS FOR FOOD ADDITIVES. IT WILL CONTINUE MAKING REPRESENTATIONS TO THE GOJ WITH A VIEW TO AMPLIFYING THE SUBJECT MATTER OF THESE MEETINGS.

4. THE SECOND PROJECT
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MRN: 1974TOKYO 001448 SEGMENT NUMBER: 000003 ERROR READING TEXT INDEX

FILE; TELEGRAM TEXT FOR THIS SEGMENT IS UNAVAILABLE

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